



August 2023

Digital Advertising - US

"Digital advertising is in a time of transition as marketers and platforms seek substitutes to user-level data. Despite numerous delays at the federal level, new platform standards and state regulations regarding privacy are in place with more coming. Interest in AI-enabled search is promising, while digital audio and video ad ...

July 2023

Consumers and the Economic Outlook - US

"The economic sentiment for most of last year was that the US was headed towards a downturn, as inflation ran rampant in tandem with quickly rising interest rates. Over a year from when prices peaked at a more than 40-year high, however, the US economy has continued to defy the ...

Media Landscape - US

"Consumers have more media options than ever before – both in terms of channels as well as the content available; and consumption is keeping apace. Getting – and keeping – consumers' attention is increasingly challenging. News consumption is especially tenuous, as decades of ownership consolidation has left many distrustful of ...

June 2023

Social Media Trends: Spotlight on Content Creators - US

"Companies must be aware of the different social dynamics at play on different social media platforms in order to succeed with their marketing efforts. Influencer and content creator based marketing is highly impactful, and keeping abreast of macro-level trends can help brands capitalize on the growing market."

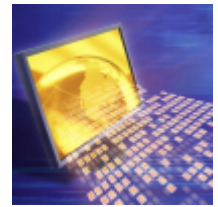
Home ISPs and Bundled Services - US

"Speed and reliability are the key factors consumers look for in home internet service. Price is important and more engaged consumers will work the system to create value themselves. Meanwhile, as traditional mobile wireless makes a stronger push into the market, and as home internet providers increasingly offer mobile phone ...

May 2023

Consumers and Screens: TV, Smartphones, Tablets and Computers - US

"Screen device technologies are constantly evolving, but content and use cases that take advantage of these capabilities often lag behind. Businesses need to stay up to date to remain competitive and to avoid overextending themselves chasing fleeting gimmicks."



April 2023

Mobile Network Providers - US

“With smartphones in virtually every pocket, amping up growth can be challenging in the mobile space. Yet the seemingly static sector still has lots of opportunities for individual players to succeed – or fail. Stealing customers from the competition may be a sufficiently winning strategy for many companies, while developing ...

March 2023

Smart Homes - US

"2023 will be a transitional year for smart home tech. Matter is shifting the landscape, paving the way for new entrants and forcing top brands to retool their offerings and strategies for market share. Although at least a few years out, developments in generative AI and its implementation into smart ...

February 2023

Smartphones and Accessories - US

“US adults are increasingly reliant on their smartphones, making the devices a necessity. Consumer dependence helps to buffer the category from steep losses amid consumer cost-cutting; however, shoppers are making cost-savings choices that suggest an openness to varying functionality and brands that help them rein in their tech spend.”

Consumers and the Economic Outlook - US

"Cooling inflation and a solid labor market are likely the direct contributors to consumers' positive outlook entering the new year. With further rate hikes and unemployment projected to rise, revisiting these sentiments six months from now – which is when experts project the US to enter a mild recession – ...

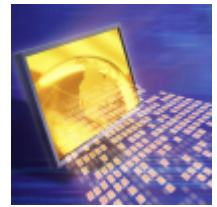
Tech Trends: 2023 - US

“Pandemic era growth has slowed, and as consumers contend with record inflation, they will delay new tech purchases as long as their current devices meet their needs. In communication services, subscribers are looking for deals and will consider the value that current subscriptions provide; 2023 may see some consumers trimming ...

Upcoming Reports



Technology and Media - USA



Attitudes toward Technology - US - 2023

Retailing in the Metaverse - US - 2023

Streaming Video - US - 2023

Streaming Audio Trends - US - 2023